

GZJ KDV'96!!!!

From: Stacey Beckhardt
Sent: 11/18/2011 3:23:11 PM
To: Bobby Clark ; 'Will Rowe (wrowe@painfoundation.org)' ; Jenifer Antonacci ; Jacobs, John C. ; Paula C. Williams ; Bill M Smith ; John C. Jacobs ; 'Eric Hauth MA MS'
Subject: Teva - American Pain Foundation Meeting
Location: Conference Room 3E152 / Call In Number Available
Start: Fri 11/18/2011 3:30:00 PM
End: Fri 11/18/2011 5:00:00 PM
Show Time As: Tentative

Recurrence: (none)
Meeting Status: Not yet responded

Required Attendees: Jacobs, John C.; Williams, Paula C.; 'Will Rowe (wrowe@painfoundation.org)'; 'dcatlett@golinharris.com'; 'snothel@health4brands.com'; Conference Room 3E152; Mike Pursel; Bobby Clark; 'Eric Hauth MA MS'; Day, Matthew; Bill M Smith; 'mgollapalli@painfoundation.org'
Optional Attendees: dcatlett@golinharris.com; Antonacci, Jenifer; snothel@health4brands.com; Matthew Day; Kathy Sapp
Attachments: APFNovember2011.ppt

Time: 10:30 – noon Eastern

Location: Teva (Cephalon), 41 Moores Road, Frazer, PA 19355 (on GPS you may need to use Malvern as the city)

Conference Call Procedures:

Outside call in number: 1-888-890-8208

Int



APFNovember2011.ppt
ernal call in number: 76560
Conference ID: 9416198 #

PROBLEMS: 610-247-0212 (Stacey's Cell) or sbeckhar@cephalon.com

Attendees:

Will Rowe, American Pain Foundation, CEO
Michelle Gollapalli, American Pain Foundation, Chief Development Officer
Bobby Clark, Teva Federal Government Affairs
Stacey Beckhardt, Teva Government Affairs / Advocacy Relations
Mike Pursel, Teva Advocacy Relations
John Jacobs, Teva Marketing, Pain
Bill M. Smith, Teva Marketing, Pain
Matt Day, Teva Marketing, Pain
Jen Antonacci, Teva Product Communications
Paula Williams, Teva Medical Education, Pain
Steve Nothel, H4B Chelsea (marketing / ad agency)
David Catlett, Golin Harris (communications agency)

Tentative Agenda:

Introductions

Overview of Transition to Teva Leadership (S. Beckhardt)

American Pain Foundation (W. Rowe)

Overview of Organization

Organizational Priorities

Corporate Roundtable Call

Pain Care Forum

Letter to FDA about Class-Wide REMS for Transmucosal Immediate-Release Fentanyl (TIRF) Products

State Pain Policy Action Coalition (SPPAC)

Status of Cephalon-Supported REMS Patient Education Program

Teva Pain Franchise Update (J. Jacobs)

FENTORA REMS

Clinical Development of Tamper-Resistant Hydrocodone (Investigational Therapy)

Lunch Following Meeting: Will, Michelle, and Stacey

Other Attendees Welcome / If Possible, Please Let Stacey Know in Advance



American Pain Foundation

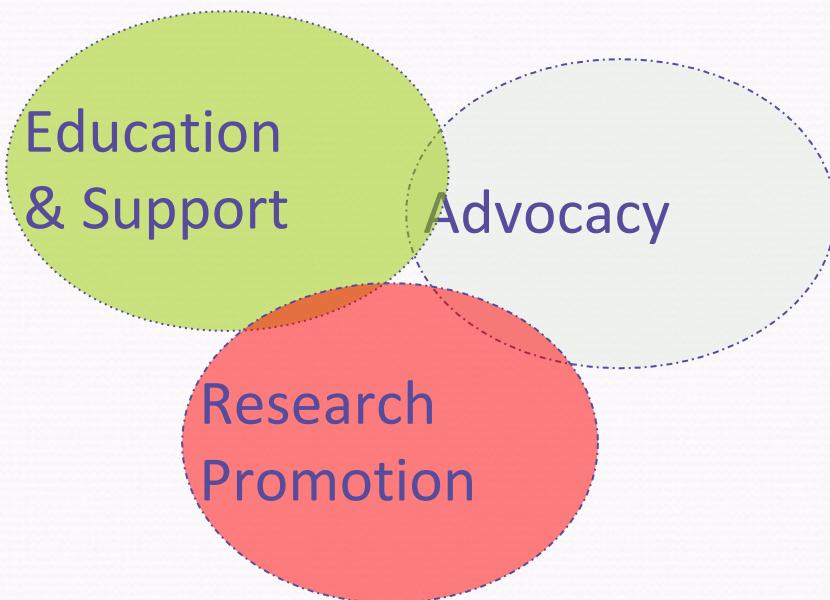
A United Voice of Hope and Power over Pain

American Pain Foundation Today and Tomorrow

November 2011

About APF

An independent, nonprofit organization serving **people with pain** through information, advocacy and support



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Sr. Scientist, Director of U.S. Program

Pain & Policy Studies Group

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Department of Anesthesiology and Pain Medicine

University of Washington

Michael J. Hanewich

Silicon Valley Bank

Malcolm Herman, Esq.

Attorney, Private Practice

Russell Portenoy, M.D.

Chair: Dept. of Pain Medicine & Palliative Care

Beth Israel Medical Center

Malene Smith Davis, M.B.A., M.S.N., R.N., C.H.P.N.

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Pain Community Advisory Council

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Cooney Waters Group

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Director: Pediatric Pain Program

Mattel Children's Hospital @ UCLA

Chair Emeritus

James N. Campbell, M.D.

Professor of Neurosurgery

Johns Hopkins Medical Center

Arcion Therapeutics



Vision and Mission

Vision: To eliminate pain as a major public health problem.

Mission: To educate, support and advocate for people affected by pain.

Strategic Vision: APF is 2 million supported and supportive members.



Advocacy

- **Pain Care Forum:** Principal organizer and leader of 62 member organization coalition committed to improving federal pain policy
- **American Pain Foundation Action Network:** National Advocacy Network of educated and trained advocates
- **Washington State Advocacy Focus**
- **Principal organization in the newly formed State Pain Policy Action Coalition**
- **“The Pain Project”:** To be launched in 2012. A viral strategy for building a pain movement, gathering vital data, targeting advocacy and educational actions

Pain Care Forum

- 62 Member organizations representing patients, nurses, pharmacists, doctors, hospice, abuse community, pain education, medical ethics, and pain policy
- Task Forces: a) REMS, B) Acetaminophen, C) Legislative, D) IOM Task Force
 - Each with Action Sub-committees
- **REMS Task Force:** 35 organizations:
 - Created coordinated messaging to the FDA
 - Active presence at public meetings
 - Over 2,500 responses to the FDA Docket
 - APF Public Petition had over **4,000 submissions**
 - 4 sub-committees---Legislative, Congressional Strategy, Messaging, and Data Points

Pain Care Forum

- **Acetaminophen Task Force:** 16 organizations:
 - Produced and disseminated messages regarding the FDA Advisory Committee acetaminophen recommendations
 - Generated over 250 responses to the FDA Docket
 - APF Public Petition:
<http://www.thepetitionsite.com/petition/362024837>
 - Generated over **3,200 submissions** in 3 weeks
 - 3 subcommittees---Scientific Meeting, Icon, and Education
 - Ongoing education and strategizing

Legislative Strategy Committee

- Successfully passed the Veteran's Pain Bill in 2008; the Military Pain Bill in 2009; and the provisions of the National Pain Care Policy Act in 2010
- The Veteran and Military Pain Bills require VA and DOD require each to develop comprehensive pain treatment plans to be implemented and progress reported to Congress annually
- The NPCPA provisions include: a) IOM Conference and Report; b) NIH Research Plan and Interagency Advisory Committee; c) HRSA Training and Education Grants Program

IOM Task Force

Task Force Actions:

- Distributed information about IOM Report to 800+ organizations
- Engaged and continues to work with the CDC to implement CDC recommendations in IOM Report
- Commitment from Senator Harkin to hold a HELP Committee Hearing on the IOM Report
- Committed to long-term work to promote implementation of IOM recommendations



Grassroots In Action

- APF Action Network: <http://www.painfoundation.org/take-action/action-network/>
 - Combined force of trained persons living with pain and healthcare professionals
 - Database of over 40,000 available to take action
- Activities:
 - Advocacy actions at state and national levels
 - Public awareness activities
 - Focus on activities during Pain Awareness Month (PAM)
- Action Network Summit
 - Training and Alliance Building of action leaders **AND** advocates from over 17 national organizations

Online Advocacy Center

Targeted Actions For Results

2010 State Alert/Announcement Summary

Total # of Alerts – 75

Focus included:

- Step Therapy & Therapeutic Switching
- Worker's Compensation/Chronic Pain Guidelines
- Washington State Policy issues
- Announcements of Action Network events
- State targeted, for national effort – Shingles vaccine, IOM study involvement, PMDP issues, Pain Mill issues



Summit 2009



EDUCATION

Principal Educational Efforts

- **Website:** Thousands of pages of educational and support information
- **Publications:** *Treatment Options, Exit Wounds, Is Fibro the Cause, Resource Guide, Bill of Rights, Describa Su Dolor*, a dozen other
- *Pain Community News* and *Pain Monitor*
- *PainSAFE*
- *NIPC*
- *Med Ed*
- *Community Events*
- *Pain Awareness Month Activities*

Educational Initiatives (cont)

- “Spotlights On...” Breakthrough Cancer Pain, on Shingles, Military and Veterans Pain, Back Pain, Pain In Older Adults (2012)

APF IS THE LEADING GO-TO RESOURCE FOR MEDIA COVERING PAIN



The New York Times



100 YEARS OF JOURNALISTIC EXCELLENCE



Newsweek

About.com



APF IS REACHING MILLIONS—
THROUGH PROACTIVE MEDIA OUTREACH AND
CONTROLLED COMMUNICATION STRATEGIES

TOTAL MEDIA IMPRESSIONS IN 2010:

405,785,000 +

145 media placements

MEDIA IMPRESSIONS FIRST HALF 2011:

286 million +

211 media placements and growing!





American Pain Foundation
A United Voice of Hope and Power over Pain

The Pain Project ***2012 to 2016***

Concept Overview

2012 to 2016

STRATEGIC OBJECTIVES

- APF conducted an intense Strategic Planning Process in 2010 and articulated a focus on CAPACITY
- “Capacity” means: 2 million satisfied and engaged members
- 2 million members means:
 - Significantly greater ability to help people in pain
 - Significantly greater advocacy strength
 - Significantly greater and more diversified funding

What Will It Take?

- A smart, scalable and cutting-edge campaign that engages large numbers and speaks directly to the population of people with pain and the public that....
 - Goes OUTSIDE THE BOX
 - Allows their voice to be heard
 - Visibly shows the state of pain care in America
 - Is highly scalable
 - Creates a simple and dynamic resource/support locator (e.g., local support groups)

So What is “It?”

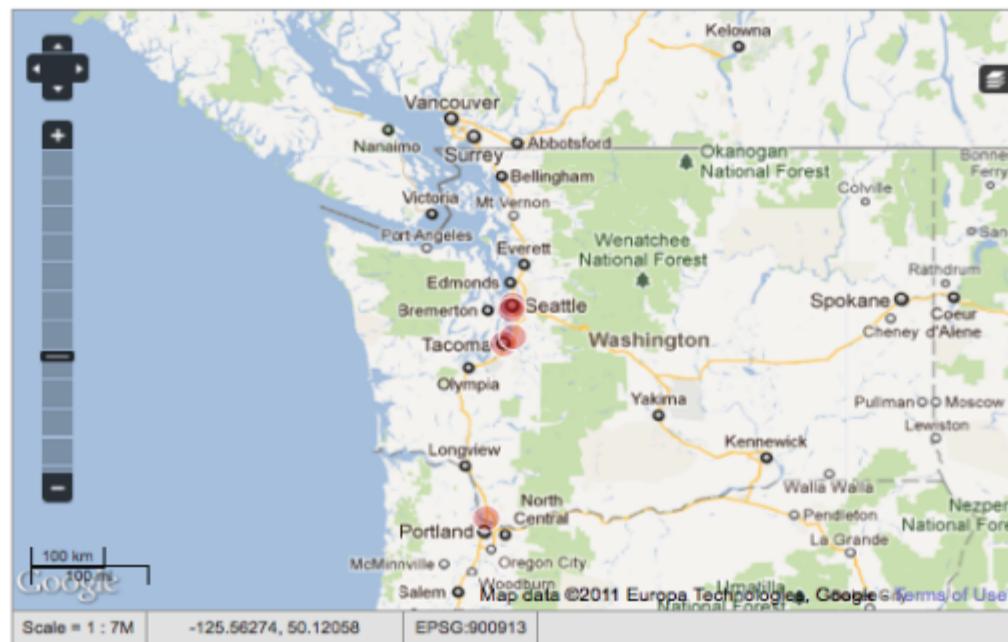
The Pain Project

www.painproject.org

Powered by the APF

Core Elements

1. Dynamic “state of care map:” Interactive blog + mapping software interface allowing anyone to report on barriers that impede access and visibly displays state by state crisis facing PWPs
2. Dynamic “support map:” Interactive blog, combined with social media (FB, Twitter, Meetups) establishing an interactive portal to connect with local supports
3. Linkage to APF Educational and Support Services utilizing newly established APF Constituent Management Capacity
4. Action oriented engagement: blogs, petitions, story telling, issue advocacy
5. Full engagement of APF Action Network at local levels

[HOME](#)[REPORTS](#)[SUBMIT A REPORT](#)[CONTACT US](#)FILTERS [REPORTS](#) NEWS PICTURES VIDEO ALL[CATEGORY FILTER](#) [HIDE]**ALL CATEGORIES****ED - NO OPIOID****NO OPIOID THERAPY****NO PAIN CARE****NO MEDICAID****How to Report**

1. By filling this form

RSS Feeds (copy the url below)

<https://stateofcare.crowdmap.com/feed/>

Reports (from the map, listed in chronological order)

TITLE

LOCATION

DATE

UW Neighborhood Federal Way Clinic

Federal Way,

Sep 15

Official & mainstream news

TITLE

SOURCE

DATE

Benefits

- A major engagement mechanism to attract and retain members
- A major resource for issue data including numbers, types of issues, potential advocates and spokespersons
- A major capacity to “get personal and local”
- A major resource for advocacy planning and actions
- Visible place to show the specific policy initiatives of the SPPAC
- Portal to connect each Action Network leader to potential “troops” in their states

Cutting Through the “Noise”

The screenshot shows the homepage of 350.org. At the top, there's a navigation bar with links for English, Français, Español, Deutsch, Português, Africa, Australia, Brasil, Mexico, New Zealand, Log In, and Contact. The main headline reads "WE'RE BUILDING A GLOBAL MOVEMENT TO SOLVE THE CLIMATE CRISIS." Below this, there's a "JOIN IN:" input field and a "350YEAH" graphic. To the right, a sidebar highlights online campaigns, grassroots organizing, and mass public actions, mentioning 188 countries and linking to a "Read more..." page. It also shows social media stats: 72.9K followers on Twitter and 173k likes on Facebook. The central content area features three projects: "#OCCUPY AND THE CLIMATE MOVEMENT" (with a "JOIN THE 99%" button), "WATCH THE MOVING PLANET WRAP-UP VIDEO!" (with a video thumbnail), and "NOV 6TH Encircle the White House to stop the Keystone XL Pipeline." (with a "GET INVOLVED" button). On the right, a "MORE PROJECTS" sidebar lists Climate Leadership Workshops, The U.S. Chamber of Commerce Doesn't Speak For Me!, "Which Side Are You On?" (a campaign against dirty money in US politics), Powershift Conferences, and eARTH: Climate Art Projects. At the bottom, there's a "350 Updates" section with a post from "Speaking Slowly in Saigon" dated 11/04/11 at 7:22am, and a "The Science of 350" section with a CO₂ level of +388.92 parts per million.

English Français Español Deutsch Português Africa Australia Brasil Mexico New Zealand Log In Contact

350.org What is 350?

ABOUT RESOURCES MEDIA CAMPAIGNS & PROJECTS SIGN UP DONATE

WE'RE BUILDING
A GLOBAL MOVEMENT TO
SOLVE THE CLIMATE CRISIS.

JOIN IN: YOUR NAME

350YEAH

Our online campaigns, grassroots organizing, and mass public actions are led from the bottom up by people in 188 countries. [Read more...](#)

Follow @350 - 72.9K followers

Like 173k

#OCCUPY AND THE CLIMATE MOVEMENT JOIN THE 99%

WATCH THE MOVING PLANET WRAP-UP VIDEO!

NOV 6TH Encircle the White House to stop the Keystone XL Pipeline. GET INVOLVED

MORE PROJECTS

Climate Leadership Workshops

The U.S. Chamber of Commerce Doesn't Speak For Me!

"Which Side Are You On?" - A campaign to take on dirty money in US politics. [BETA]

Powershift Conferences

eARTH: Climate Art Projects

350 Updates

11/04/11, 7:22am Speaking Slowly in Saigon

Kelly Lynn Share this

The Science of 350

CO₂ +388.92 Scientists say that 350 parts per million CO₂ in

Outcomes

- A large-scale MOVEMENT to change pain care and policy
- Stakeholder engagement in a way we never have before
= an engine for rapid and sustained membership growth
- Leveraging of grassroots, bottom up energy to build the movement, through FB, Twitter, Meetups, etc.
- Integration of core capacities of the APF (e.g., Action Network, CMS, Education and Support Services)
- A public “Storefront” for PWPs to be heard and find support

DISCUSSION

THANK YOU!